



DELAWARE DEPARTMENT OF AGRICULTURE

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To: Newsroom Directors and Assignment Editors

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Marketing and Promotion Assistance Offered to Food & Agriculture Companies Delaware food companies urged to contact DDA

In cooperation with Food Export USA Northeast, the Delaware Department of Agriculture offers marketing assistance to Delaware food and agricultural companies. The assistance includes: development of business plans and/or marketing plans, development of promotional materials, market identification, funding sources identification, exporter education and assistance, marketing opportunities, and much more.

All companies can benefit from a guided marketing plan and promotional assistance, but many small companies simply cannot afford to hire marketing staff. Rarely do small start-up firms have the time to focus on this important aspect of succeeding in business. However, there are non-profit organizations that exist to aid businesses in promoting their products.

Food Export USA-Northeast (www.foodexportusa.org) is a non-profit organization that provides marketing assistance to small food and agricultural businesses interested in or currently exporting their products. Included in their range of services are custom Market Builder plans and a fifty percent cost-share funding program for marketing overseas.

Each year, the Delaware Department of Agriculture organizes trips to trade shows and supports the marketing efforts of small companies. The Department serves as a first step for many food and agriculture-based businesses.

Food Export USA-Northeast and the Delaware Department of Agriculture are currently working to update their database of agricultural and value-added companies in Delaware. Small businesses are encouraged to contact the Delaware Department of Agriculture to review their listings. The two groups use this database to contact companies with trade leads and pertinent information regarding their product lines.

Any company wanting to learn more about how their business can benefit from these and other marketing assistance programs should contact Cara Bullock, Food Export USA-Northeast and Delaware Department of Agriculture, at 302-698-4522 or cara.bullock@state.de.us.

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